An Introduction To Biznosis™
Maui Speed Life Mastery Seminar
Fall, 1997
Teaching Notes

This mini-seminar was delivered, at Straightforward's request, as an abridgment of our standard three-day Biznosis seminar. The bulk of the material excised has to do with the exercises and inductions used to install, test and make permanent the attitudes, beliefs, constructs and behaviors laid out in this day's lecture.

Overview:

We're only interested in what works

Trucor's whole approach to trance is to concentrate on what is simple, powerful and effective -we'll let you sort out what is acceptable in your own life.

Coming from a background of business and engineering

We like to build states, and make money.

Techniques from both worlds, combined in powerful ways

War stories from Mark - teaching inductions

Big chunk examples leading into small chunk exercises

Beginnings

All business is the same as life!

People behave in predictable ways for predictable reasons

Anything that works in the clinical setting works even better in "real life”

Learning to learn in new ways - using both your creative and your analytical mind

Your personal belief is not necessary to succeed

"Bad” trance states exist - there are trance states common to pathological behaviors. They all result in a narrowing of perceived options and acceptable outcomes. Chances are excellent that you are all carrying bad trance states into the workplace.

The Basics

Learning to manage your feelings, your instincts, your creativity, your emotions, your intuition.

Believing in fun, believing in intuition as well as in the physical world.

Learning basic skills and competencies

Overcoming limiting belief systems

First model - Left Brain/Right Brain

left is logical, rational - objective, physical senses

right is imagination, creativity and imagination - subjective, mental senses

ex: call someone up to the front of the room - hopping only on one leg -same as using only one hemisphere

"Even though you are going to be a beginner at this, expect a miracle-.

Trance induction: Deep relaxation and increasing suggestibility, learning to learn in new ways.

Mental Rehearsal - Desired Outcomes, Mental Expectancy

Positive thoughts strengthen you, negative thoughts weaken you

exercise: Arm resistance normally, negatively and positively

You can't self to everyone, so play the numbers game

exercise: Maintaining trance states during "normal- awareness

Process

Breaking their state

5 second rule: You have five seconds of their awareness within which to tell your prospect what benefit they will receive for taking their time to listen to you.

Your benefit statement must make the prospect say "How do you do that?"

One for each product line and/or service

If I'd Known Where I Was Going, I Would Have Taken A Short Cut

Expectancy Follows Planning

Your analytical, rationalizing self lies a lot

exercise: Imagine a successful future, with you in it

exercise: Now see yourself doing it

exercise: Now see yourself doing all the things that are necessary in order to get there

Mental prowess comes from relaxing into state, not confronting it

20 Classic Business Mistakes Caused By "Bad" Trance

You focus on yourself, not the prospect

You think your prospect is as interested in what you are selling as you are.

You try to be clever

You are trying to educate your prospect

You don't have a major client-centered message that you hammer home again and again.

You are trying to be professional

You haven't frightened your prospect

You drone on about product and service features, when all the prospect wants to know about is the benefits he gets from using it

You communicate in jargon that makes it difficult for your prospect to understand you

Your message is deadly dull

You don't give your prospect a reason for acting NOW

You don't know what you want the prospect to do, and aren't prepared for the prospect when he takes action

You don't give the moderately interested prospect a reason, and an invitation, to stay in touch - so you can do what it takes to sell him

You don't give the prospect a reason to BUY MORE NOW

You don't understand and haven't addressed the prospect's anxieties, assuring and reassuring them that connecting with you is the only sensible thing to do

You don't tell the prospect what happens to them if they do NOT take action

You don't tell the prospect the specific benefits they get by using your product or service.

You're using too many general, non-specific adverbs and adjectives in your copy

You don't have satisfied people who are willing to stand up for you and tell others the same problem that you've got what they need to solve it

You are too tentative, too insecure, too weak in your marketing, wanting to be liked, and afraid of what will happen if you tell your prospect the truth

Handy Things To Install In The Prospect

"Let me paint you a picture of how we do business ......”

Value bonding

Provide guidelines about what will happen, when it will happen, and how it will happen

The benefits are always removal of pain, and relieving anxiety

Be specific - unauthenticated assertion doesn't work in business, just in politics

Fuel your trance states with your prospect's aspirations - it feels good to help them get what they want

Handy Things To Install In Yourself

Hypnotic constructs have been around for a long time - they're not just DHE™

Enunciator - makes sure the message gets to the conscious mind.

Quick Change Artist - offers instant access to a more productive, more enjoyable state.

Target Finder - constantly scanning for situations or behaviors that fit a set criteria.

Difference Engine - scans for what is out of place or missing.

Bullshit Detector - which one is lying to me now? And do they realize it?

Outcome Projector - what is the likely outcome if an action is carried all the way out into the future?

Time Machine - shifts me into "fast time" so that I can take all the time I need while dealing with clients who went into "slow time".

Tool Kit - array of all the attitudes, beliefs and behaviors that I am capable of, laid out so that I can easily reach each of them as needed.

Research Lab - My own private retreat where I keep all my memories, my potentials, my tools, my big-screen future projector, and my personal advisors.